

## ORDER



**Orders**  
**Order / Rev:** 169025  
**Alt Order #:** 06367048  
**Product Desc:** ENDING SPEND FND:60  
**Estimate:** 3324  
**Flight Dates:** 10/10/12 - 11/06/12  
**Original Date / Rev:** 10/09/12 / 10/09/12  
**Order Type:** GENERAL

**WDJT-TV-LP**  
**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** American Media Advocacy Group  
**Buying Contact:** Tracey Robinson  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Ending Spending Fund  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	2	\$14,600.00	\$12,410.00
10/29/12	11/04/12	1	\$3,000.00	\$2,550.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	2	\$14,600.00	\$12,410.00	0.00
November 2012	1	\$3,000.00	\$2,550.00	0.00
<b>Totals</b>	<b>3</b>	<b>\$17,600.00</b>	<b>\$14,960.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	16%	\$17,600.00
Market	100%	\$110,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	28%	\$30,800.00
WITI	28%	\$30,800.00
WMLW-	3%	\$3,300.00
WPXE	0%	\$0.00
WTMJ	25%	\$27,500.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/24/12	10/26/12	Doctor 2p-3p	CM	2p-3p	--WTF--	1:00	1	\$600.00	P-1	0.00	NM	1	\$600.00
				Doctors 2p-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	--WTF--		1		\$600.00		0.00					
E 2	WDJT	10/21/12	10/21/12	Su 6p - 7p	CM	6p - 7p	-----1	1:00	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
				60 Minutes											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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 Product Desc: ENDING SPEND FND:60  
 Estimate: 3324

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/21/12	10/21/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	1:00	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1		1				\$14,000.00		0.00			
E 3	WDJT	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a (8:00 AM-9:30 AM)	-----1	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1		1				\$3,000.00		0.00			
Totals														3	\$17,600.00